

**MINUTES OF THE PROCEEDINGS
OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF JORDAN
IN THE COUNTY OF SCOTT
August 20, 2019**

Present: Joe Thill, Mayor Tanya Velishek, Amanda Schuh, Ron Jabs

Absent: Ray Sandey, Ryan Dahnert and Dr. Chuck Cook

Also Present: Tom Nikunen, City Administrator, Nathan Fuerst, Planner/Economic
Development Specialist, Megan Pavek, Planning Intern

0.0 DOWNTOWN WALKING TOUR

1.0 CALL TO ORDER

Chair Ron Jabs called the meeting to order at 7:18 p.m.

2.0 ADOPT AGENDA

Motion by Thill to adopt the agenda, second by Schuh. Vote all ayes. Motion approved.

3.0 APPROVAL OF MINUTES

A. July 16, 2019

Motion by Thill, second by Schuh, to approve the minutes of July 16, 2019. Vote all ayes. Motion approved.

4.0 NEW BUSINESS

A. Downtown Walking Tour Discussion

Jabs asked the EDA and City staff what their thoughts were on the downtown walking tour. Pavek responded that she had recorded every rental property that had a negative visual impact on the downtown area and would research whether they are in compliance with the Rental Licensing and Inspection Ordinance. City staff will begin to enforce the ordinance soon with violation letters and help from the police department.

Fuerst stated that the outdoor storage occurring at businesses on Water Street needed to be addressed. He would also research whether boarding large storefront windows downtown violated the city code. Nikunen suggested replacing boarded windows with murals on the vacant storefronts downtown. Fuerst also reported that the sign violations on Broadway Street have been addressed and he is working with property owner to remedy this issue.

Jabs suggested that the EDA should offer to fund projects that property owners are not willing to cover. Fuerst inquired whether Jabs was suggesting something similar to a micro grant. Thill stated that the EDA

shouldn't bother asking if it's a small enough project. The EDA should just cover projects that cost around a few hundred dollars or less. Thill stated that this would help continue efforts to beautify the downtown area. Nikunen stated that one priority is to send out façade improvement grant applications to various storefronts that still need significant work done. Specifically, he noted that Moola's, Zap Arcade, both antique shops located on Water Street, the Werke properties on Broadway, and the property located at 131 1st Street E should all be priorities for receiving a façade improvement grant application.

Thill inquired on whether this could be an action item and City staff could get quotes on specific work that needs to be done on these properties. Nikunen suggests using Fast Signs for specific projects regarding the boarded up storefront windows. Fuerst responded that its important to be careful when adding advertising graphics to windows because they can't cover more than 50% of the window space, otherwise it will violate city code. Nikunen suggested a specific graphic of individuals dining instead of having advertisements. Schuh inquired whether staff could research other cities for examples of murals on windows. Fuerst agreed to look into it.

Velishek stated that she noticed a lot of issues with stairways connected to rental properties downtown. Most that were observed on the walking tour were in poor condition, and she believed that improvements on these should also be a priority. Velishek also noted that there have been issues with the property where Empire Wok is located, which includes the restaurant and several rental units that have had issues in the past. The back alley is unsightly because of trash and other waste. Fuerst responded that the City had been in contact with the property owners, and were actively working to fix some of these issues and violations. Outdoor storage at this property, especially in the public right of way, continues to be an issue.

Nikunen highlighted some of the EDA's recent accomplishments. Specifically, the façade improvement grant program had been working very well in cleaning up the downtown area. Jobs stated that the Shops at West End in St. Louis Park were a good example of utilizing window treatments and murals. Nikunen stated that other cities probably had a requirement for vacant buildings to install those. Jobs stated that these murals and window treatments should be a priority, especially with all the investments that the City had made into cleaning up the downtown so far.

Nikunen reminded the EDA that the upcoming MnDOT construction will be an obstacle for business owners downtown. It should also be a priority to brainstorm and create events that will advertise downtown businesses during this time. It is vital to promote the Shop Local Program next year. EDA discussed various ways to reach potential customers, including direct mailing to local residents and increased signage. Nikunen stated that the City receives a permit through MnDOT every year which dictates what can be advertised on State Highways. Promotions on those signs would have to be more general and could not advertise specific businesses.

Jobs inquired whether there is any other signage that could be implemented. Nikunen responded that if its on a state or county road, then it can be a tricky process. The City had previously tried to obtain approval for signage on County Road 282 that would direct traffic to the Mini-Met. and had been turned down because it was not a big enough destination. Nikunen suggested brainstorming ways to create and install signage for Pekarnas and Roets. He told EDA members to contact him with any ideas that they may have in the future. State Highway 21 won't be closed until March of 2020 so there will be time to brainstorm more ideas later.

B. EDA Master Vision Discussion

Nikunen inquired whether the EDA members wanted any changes to the Downtown Master Vision before it goes to the City Council. Schuh asked whether any changes had been made to the document since it was discussed earlier this year. Nikunen responded no. Schuh inquired about the status of the marketing campaign that had been previously discussed. Nikunen responded that Vice-Chair Dahnert had been interested in direct internet marketing, but was not sure if the rest of the EDA was supportive of this. Schuh stated that the EDA had previously discussed having a large campaign that was professionally done. Nikunen responded that the school district had recently done something similar and had wanted to collaborate with the City but that campaign had already started and the City was trying other marketing methods at that time.

Jabs commented that the free advertising done for Grassmann Park had been phenomenal. Nikunen responded that utilizing social media had been the reason for that success. Fuerst agreed that Facebook had been a great tool to attract and educate large groups of people on City projects. Nikunen stated that the City should continue to take advantage of how many people they can reach with social media, which is currently around 40,000 people per month.

Schuh inquired if there was a way for the City to use social media to attract new businesses to town. Nikunen stated that the City is always working on that behind the scenes and has a separate website that lists available properties for businesses owners and potential buyers.

Velishek stated that there are disgruntled individuals within the community, especially about environmental issues. She asked if this could be remedied by advertising City accomplishments within the Green Step Program. Nikunen agreed that the City could do more to promote its accomplishments in sustainability and other environmentally friendly practices. Velishek also suggested adding more of this information into the Downtown Master Vision. Jabs stated that Jordan does have air pollution, but so does every other city. Communities everywhere are dealing with similar issues. Velishek responded that Jordan is doing things to remedy these issues and it should be promoted more.

Fuerst responded that he could create a general campaign to educate residents and promote the sustainable practices that are occurring in Jordan. He also stated that he would revisit the Green Step Program soon to see how the City can move forward in that as well. Velishek responded that it should be a priority for the City to highlight what it has been doing to make Jordan a cleaner, safer and healthier environment for its residents. Schuh agreed that a lot of the City's accomplishments go unnoticed, and that this could be remedied by active attempts to educate residents. Nikunen responded that he would hire another intern soon, so he is hopeful that more of this work will be accomplished.

Jabs suggested adding a permanent page to the City website that would list achievements, facts and pictures. Thill agreed that a comprehensive list of all accomplishments would be impressive and make residents realize all of the amenities that are actually available to them. Schuh also suggested having the strategic plan be put on the website. Nikunen agreed and suggested also adding the master vision to the website because it was the reason that Roets chose to locate in downtown Jordan, the owner saw that the master vision planned for a brewery to be there.

EDA members also discussed wanting to add more amenities to the Mini-Met in the future, and how it should be a goal to one day have a bandshell in Lagoon Park.

Jabs inquired about the future MnDOT construction and how it would impact walkability. Nikunen responded that the City had been working with MnDOT to install a trail on one side of the construction since there is not room for trails on both sides. The City had originally been working to install two 5 ft sidewalks on both sides but MnDOT only agreed to install one 10 ft sidewalk on one side. The City had also recently received a grant to complete the trail that runs from County Road 9 to Timberline Business Park.

5.0 OLD BUSINESS

A. Update on the Welcome to Jordan Mural

Property owner plans on removing the Welcome to Jordan Mural herself. She has given the City a maintenance timeline. There is another sign on that building that is in violation of City Code and City Staff is working to have it removed as well.

6.0 MANAGEMENT REPORT

A. General Management Updates

City Staff is still working on marketing to potential hotel businesses. There are three developers who are potentially interested. Brentwood phase two is on pause due to parkland dedication issues. Caribou Coffee construction is moving along quickly. EDA members are interested in attracting more franchises into the community, specifically a family-style restaurant. Fuerst agreed to research this.

845 Corporate Drive applied for a CUP to store over 100 army personnel tanks onsite. The business now operating on this property is refurbishing and reconditioning vintage tanks and selling them to other countries.

Ladies night out is scheduled for this coming Thursday. Dahnert is continuing to research the chamber issue.

B. Next Meeting- September 17, 2019

7.0 CITY COUNCIL MEMBER UPDATE

Velishek stated that she disagrees with the location selected for the homeless shelter. Jabs inquired about how many people they are hoping to accommodate there. Velishek responded that there are roughly 30-40 homeless families living in Scott County and Carver County, so they are hoping to have at least 30 rooms available. However, she does not think that it is a safe place to live, and will only isolate the people who live there and ultimately create a negative living environment.

8.0 COMMISSIONER MEMBER REPORT

9.0 ADJOURNMENT

Motion by Thill to adjourn, second by Velishek. Vote all ayes. Motion approved. Meeting adjourned at 8:27 p.m.

Tanya Velishek, Mayor

ATTEST:

Tom Nikunen
City Administrator